

Clear the Way Campaign Demonstration

Presentation to CTCDC

April 15, 2010

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Metropolitan Transportation Commission

Bay Area Incident Management Task Force



Problem Statement

- Few people know of the 10-yr old CTW law
(CA Vehicle Code: 20002 & 23113)
- 19% of congestion on I-880 corridor is due to traffic collisions in 2007
- Minor incidents often occur on the freeway
(confirmed by CHP, FSP*)

* Based on notes made in reports by FSP for collisions found in-lane.



Project Timeline (Feb. 15, '07 – Jun. 18, '09)



- Feb. 15, 2007**
- Partnership of CHP, Caltrans and MTC proposed a demonstration of CTW signs
 - CTCDC approved IMTF sign for demonstration

- Jul. 30, 2008**
- Press event
 - Signs unveiled and installed

Aug. 18, 2008 PUBLIC OUTREACH

- Brochures
- Web
- CMS
- Radio
- 5-1-1

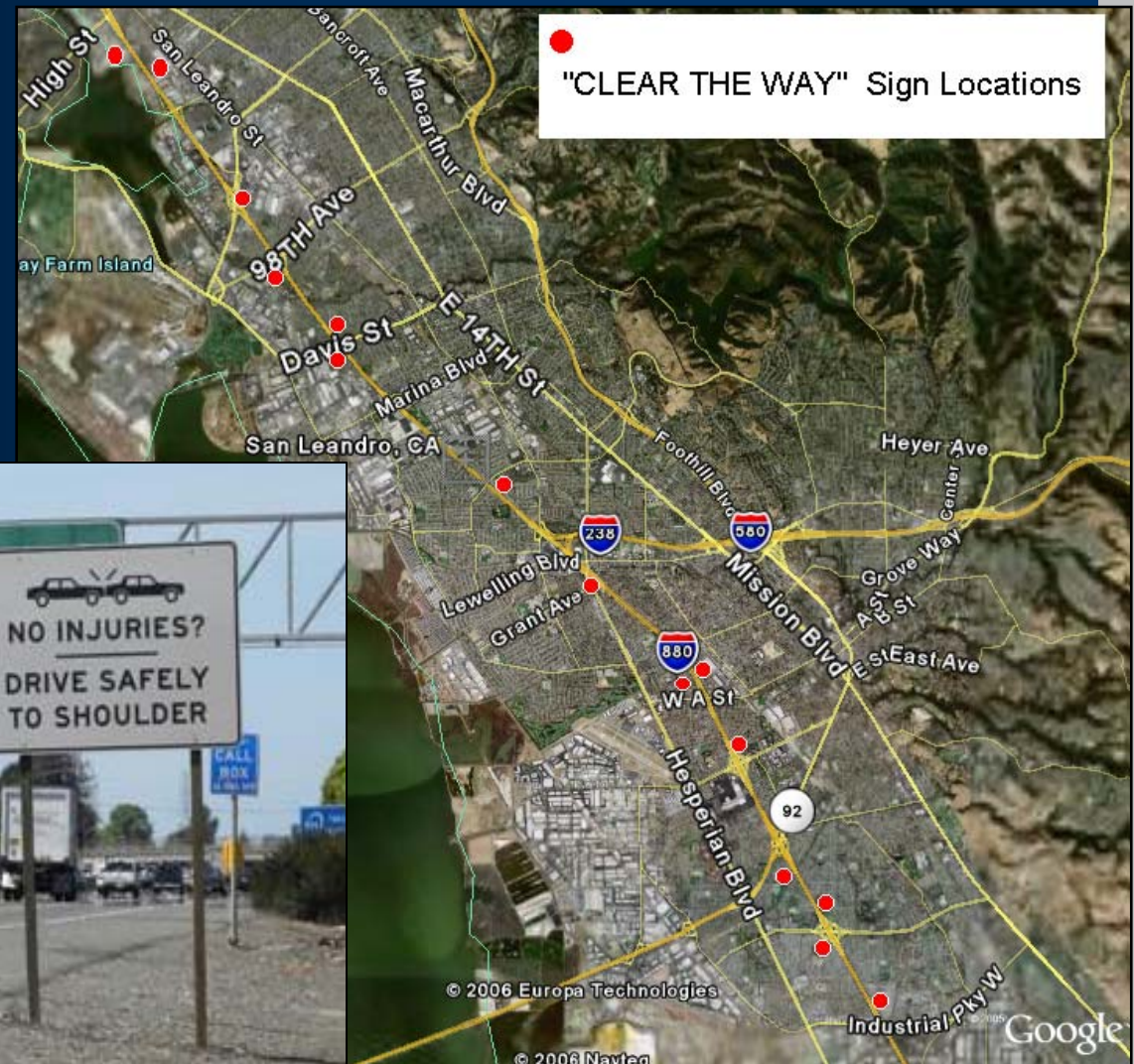


Oct. 26, 2008



I-880 Demonstration Details

- 15 signs
- 13-mile segment
 - Unobstructed
 - Shoulder avail.



Goals of Demonstration

- Educate motorist on CTW law
- Reduce secondary collisions
- Reduce delay and loss of productivity caused by minor incidents
- Improve operational efficiency and mobility
- Evaluate effectiveness of signage

Education and Outreach – brochures & web

Involved in a FENDER BENDER?

HELP PREVENT CONGESTION

You must move your vehicle out of traffic if:

- No one was injured
- Vehicle can be SAFELY driven to the side of road (or off the freeway).

BUT wait for an officer before moving your vehicle if:

- There are injuries or fatalities

Safely driving your vehicle to the side of the road after a minor collision will not change who is at fault:

- You'll reduce the risk of being hit by another vehicle
- You'll help prevent other collisions
- You'll help keep traffic moving.

It's the law:
...any vehicle involved in an accident resulting only in damage to any property... shall immediately stop... at the nearest location that will not impede traffic... CVC20002(a)

Always call 911 to report the location of your crash, and tell the police if you are going to safely drive out of the way of traffic

YOU CAN PREVENT COLLISIONS

- Follow at a safe distance
- Drive at a safe speed
- Change lanes properly
- Be awake, alert, and sober
- Always wear your seat belt

CHP
Designed by Graphic Services Unit

CHP 682 (Rev. 9/05) CPL 051

¿Ha estado involucrado en un ACCIDENTE LEVE?

Ayude a Evitar la Congestión de Tránsito

Usted debe quitar su vehículo de la vía de circulación si:

- No hubo lesionados
- El vehículo puede conducirse de forma SEGURA hasta el costado del camino (o fuera de la autopista).

PERO espere hasta que llegue un oficial antes de mover su vehículo si:

- Hay lesiones o fatalidades

Si usted conduce su vehículo de forma segura hacia el costado del camino después de una colisión menor no significará que hacerlo cambiará la determinación de quién tuvo la culpa:

- Usted reducirá el riesgo de que otro vehículo lo atropelle
- Usted evitará otras colisiones
- Usted ayudará a mantener el tránsito en circulación

Es la ley:
...todo vehículo involucrado en un accidente que resulte solamente en daños a bienes... deberá detenerse de inmediato... en el lugar más cercano que no entorpezca el tránsito... CVC20002(a)

Llame al 911 para reportar la ubicación de su choque y dígame a la policía si va a conducir de forma segura para quitarse de la vía de circulación de tránsito.

USTED PUEDE EVITAR COLISIONES




- Conduzca a una distancia segura
- Conduzca a una velocidad prudente
- Cambie de carril de forma adecuada
- Permanezca despierto, alerta y sobrio
- Abróchese siempre su cinturón de seguridad

CHP
Designed by Graphic Services Unit


CHP 682 (Rev. 9/05) CPL 051

511
SF Bay Area

MY 511 | TRANSIT | TRAFFIC | RIDESHARE | BICYCLING | 511 INFO | LINKS

**I-880 Demonstration Project
"Clear the Way" Campaign**



NO INJURIES?

DRIVE SAFELY TO SHOULDER

Goals and Objectives

The goals and objectives of the sign demonstration are to:

- Educate motorists on the "Clear the Way" law;
- Decrease the number of secondary collisions caused by reduced speeds resulting from traffic impediments and rubberneckers;
- Reduce delay and loss of productivity caused by minor incidents; and
- Improve operational efficiency and mobility within a major trade corridor.

Take the Motorist Survey

A "Clear the Way" motorist survey has been developed to evaluate the potential impacts of the signs and the effectiveness of the overall campaign. In addition to being distributed by the FSP tow operators to motorists involved in minor non-injury traffic collisions along the I-880 corridor, you can also complete the survey by visiting www.fsp-bayarea.org.

The results of this demonstration project and its impacts on motorist behavior will be analyzed to assess the potential for statewide deployment of the signs and implementation of the "Clear the Way" campaign.

Background

On September 16, 1999, Senate Bill 681 amended Sections 20002 and 23113 of the California Vehicle Code. This amendment allowed motorists involved in a traffic collision resulting in minor property damage to move their vehicles off the main lanes of the highway to a safe location in the immediate vicinity of the accident.

Prior to SB 681, motorists involved in traffic accidents were required by law to "immediately stop" at the scene of the incident to exchange license and vehicle registration information. Failure to comply was punishable as a misdemeanor.

Five years following the enactment of the revised law, there continues to be minimal, if any, public knowledge of the new provision. The installation of "Clear the Way" regulatory traffic signs is proposed as a method to enhance motorists' awareness of this law.

Project Overview

The Metropolitan Transportation Commission (MTC), in partnership with the California Highway Patrol (CHP) Golden Gate Division and Caltrans District 4, are conducting a signage demonstration project along the I-880 corridor to increase public awareness of the "Clear the Way" law.

"Clear the Way" signs will be deployed in 15 locations along the corridor. The length of the study area extends 20 miles from 7th Street West Grand in the City of Oakland to Industrial Parkway in the City of Hayward.

Please do your part: If you're ever involved in a non-injury accident, be sure to pull off to the side of the road and clear the way to help keep traffic moving. It will make freeway travel safe for you, safe for others and it's the law.

If you have any questions about the "Clear the Way" Campaign on I-880, please contact Danielle Stanislaus at 510.817.5737 or email dstanislaus@mtc.ca.gov.

En Español | 漢語 | Language Disclaimer | General Disclaimer

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MTC

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Education and Outreach – enroute

*Did you know you should Clear the Way during non-injury accidents?
Find out more at 511.org.*



English

Spanish

Chinese

(aired on 35-40 radio stations)

Increased Awareness of CTW Law

Heard about CTW Law:

22% → 30%
(before) (after)

N = 900

N = 1,264




How they heard of CTW? (after)



* Include driver's ed., peace officer, friends/family, and 511

The California Highway Patrol (CHP), California Department of Transportation (CALTRANS) & The Metropolitan Transportation Commission Service Authority for Freeways and Expressways (MTC SAFE)

“CLEAR THE WAY” SURVEY

NO INJURIES?

DRIVE SAFELY TO SHOULDER

Dear Motorist:

- The CHP, Caltrans and MTC are conducting a survey to assess public awareness of the “Clear the Way” law.
- The “Clear the Way” law allows motorists involved in traffic collisions which result in minor property damage to move their vehicles, when safe, out of the lane of traffic over to the shoulder or off the highway without such actions affecting the issue of fault.
- Your response to this survey will be used to evaluate the need for “Clear the Way” signs (illustrated at left) to inform the public of this law.
- Please return this survey in the mail with the prepaid postage on the back. Thank you!

RIGHT ☐ ☐
WRONG ☒ ☒ ☒

Please select all responses that apply:

- Have you ever been involved in a traffic collision? ☐ Yes ☐ No (**If NO, skip to #5**)
- Indicate the date and time the traffic collision occurred: _____
- In which lane did the traffic collision occur?

Center Median		Lane #1 <input type="checkbox"/>		Lane #2 <input type="checkbox"/>		Lane #3 <input type="checkbox"/>		Lane #4 <input type="checkbox"/>		Right Shoulder
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- Did you move your vehicle over to the shoulder prior to the arrival of the Freeway Service Patrol tow operator or CHP officer?
☐ Yes ☐ No
- a. **If YES,** why did you move your vehicle out of the lane of traffic prior to the arrival of the FSP or CHP? (*Mark all that apply*)

☐ Safety reasons

☐ Did not want to block traffic

☐ “Clear the Way” signs

☐ Other _____

b. **If NO,** what prevented you from moving your vehicle out of the lane of traffic? (*Mark all that apply*)

☐ Safety reasons

☐ Vehicle damaged and unable to drive

☐ Thought it was necessary to wait for CHP to arrive on scene in order to determine fault

☐ Other _____
- Prior to this survey, have you heard about the “Clear the Way” law? This law allows motorists involved in minor property damage accidents to safely move their vehicles out of the lane of traffic, without affecting the question of fault.
☐ Yes ☐ No
- 5a. **If YES,** how did you learn about the law?

☐ Peace Officer

☐ “Clear the Way” signs

☐ Driver’s Education Course

☐ Other _____

5b. **If NO,** had you known about the “Clear the Way” law and were involved in a minor collision, would you have moved your vehicle out of the lane of traffic, prior to the arrival of the FSP tow truck or CHP?

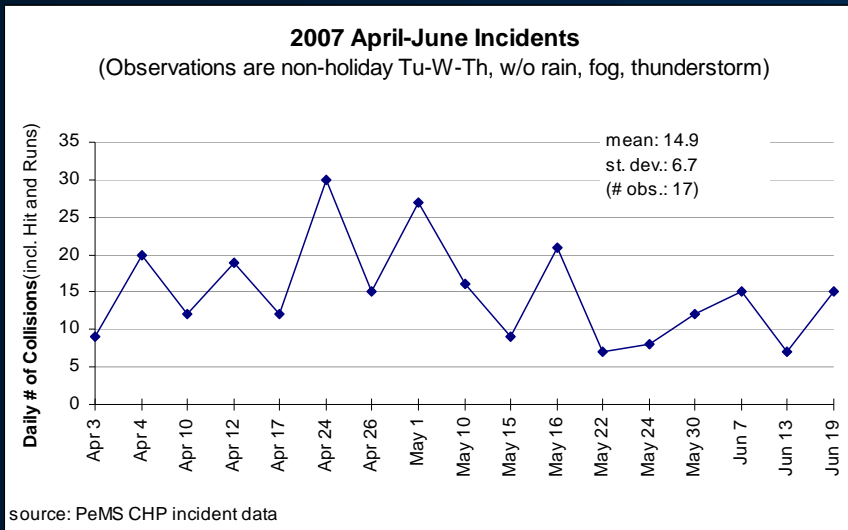
To complete this Survey Prizes will be awarded to random winners.

CLICK HERE TO TAKE THE “CLEAR THE WAY” SURVEY

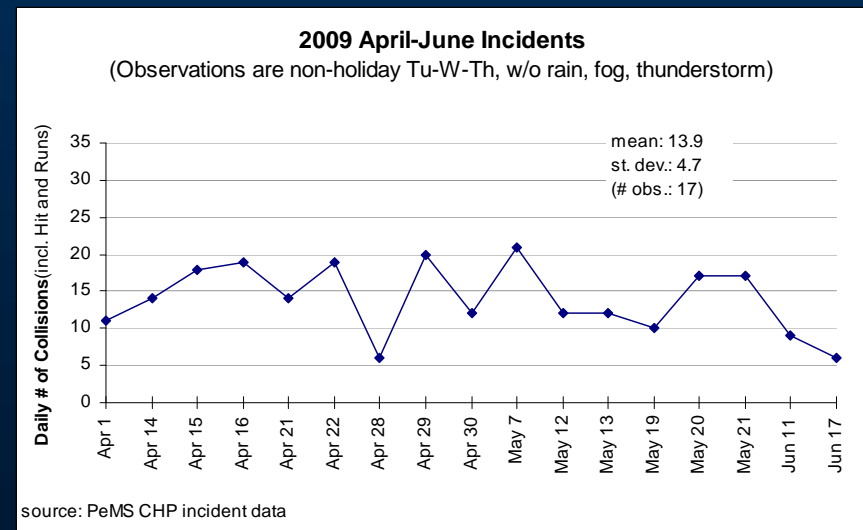
No Evidence of Driver Distraction

1. No motorist complaints

2. # incidents remained the same

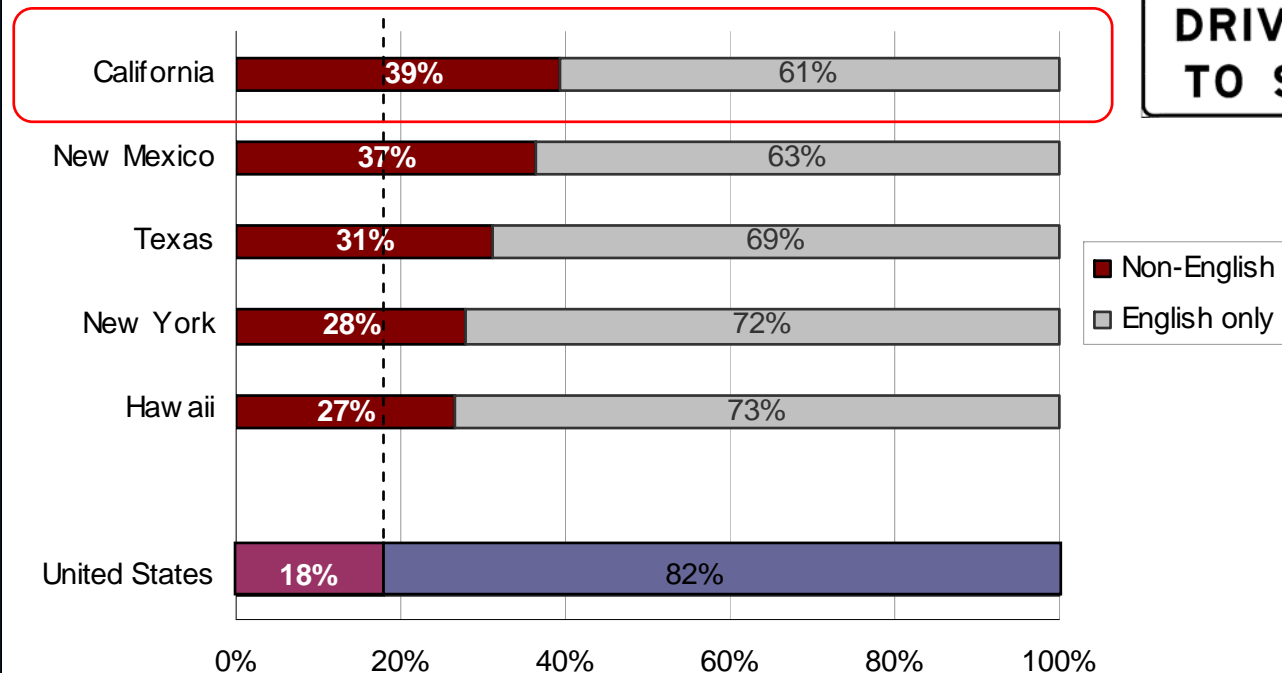


vs.



Motorist Comprehension of Signage

Language Spoken at Home as % of Population
(Top 5 “non-English” states shown)

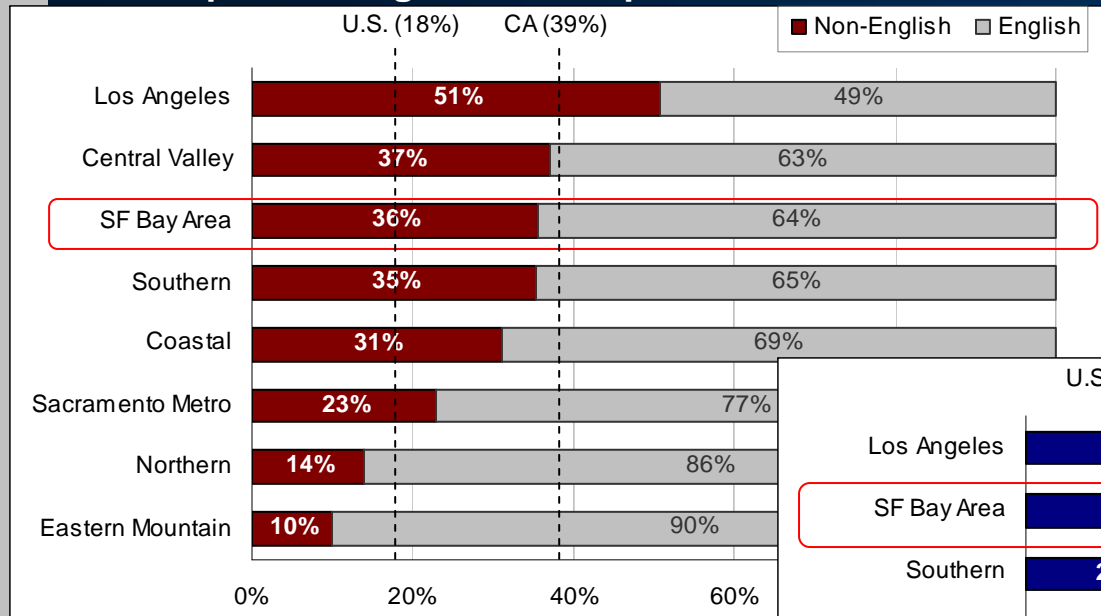


CA has the highest % of residents who do not speak English at home.

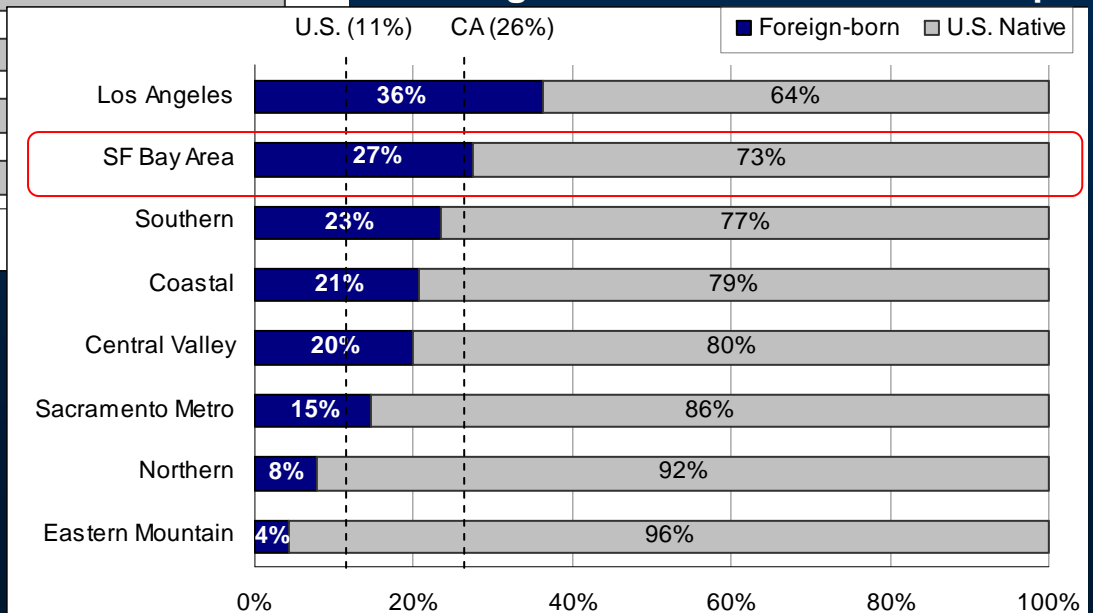
Motorist Comprehension of Signage (cont.)

- SF Bay Area is representative of CA
- A universally understood CTW sign can benefit other regions

Home Spoken Lang. as % of Pop.



Foreign-born Residents as % of Pop.



Source:
California regional data aggregated from U.S. 2000 Census. Found in "Californians' Use of English and Other Languages: Census 2000 Summary", Stanford's Center for Comparative Studies in Race and Ethnicity Report No. 14, June 2003; by Alejandra Lopez.

Comprehension Survey

N = 218

Bay Area Freeway Signage Survey

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It is proposed that "fender bender" signs be installed along Bay Area freeways for informing drivers to move out of the travel way when involved in a minor, property damage-only collision. The signs are used to support a "Clear the Way" law passed in California 10 years ago. Figure 1 shows a sample signage location on a Bay Area freeway. Figures 2 and 3 show two possible designs for the signs.

Incidents responders, who often witness "secondary collisions" resulting from inattentive motorists driving into a minor incident downstream, believe that increased driver awareness of this Clear the Way law can help enhance roadway safety and reduce congestion in the long-term. This freeway Clear the Way signage has been identified as a potentially effective low-cost strategy.

Your participation in this survey will help identify the type of Clear the Way signs to implement in the Bay Area.



<http://sites.google.com/site/fenderbendersignage/>

Fender Bender Signage Survey

* Required

1a. Is English your native language? *

- ☐ Yes
☐ No

1b. What language do you speak at home most of the time? *

- ☐ English
☐ Not English

2. What is your age range? *

- ☐ 21-25
☐ 26-30
☐ 31-35
☐ 36-40
☐ over 40

3. What is your gender? *

- ☐ Female
☐ Male

4. Have you driven on the freeways in the Bay Area? *

- ☐ Yes
☐ No

5. Do you know the meaning of "fender bender"? *

- ☐ Yes
☐ No

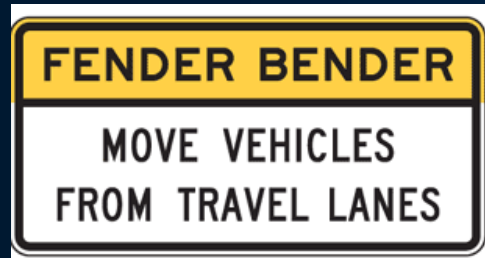
6. Which of the two signs (Figure 2 vs. 3) is easier to understand as you are driving on the freeway? *

- ☐ Figure 2
☐ Figure 3

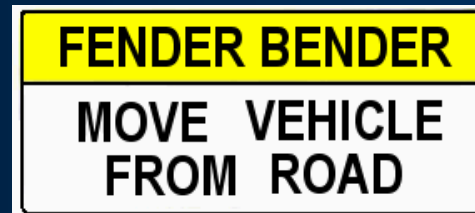
7. Other Clear the Way signs have been installed across the country. They are shown in Figures 4 to 10 below. Which of all the signs shown in this survey provides the best driver comprehension on the freeway? *

Please write any comment you have regarding the signage or law in the box below.

Signs Tested in Survey



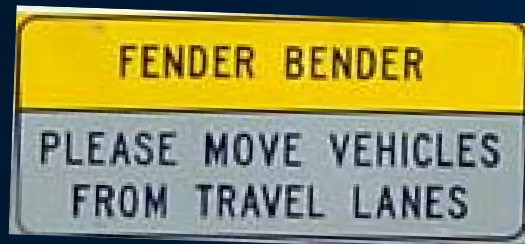
MUTCD



N. Carolina



S. Carolina



Iowa



IMTF sign



Florida



Tennessee



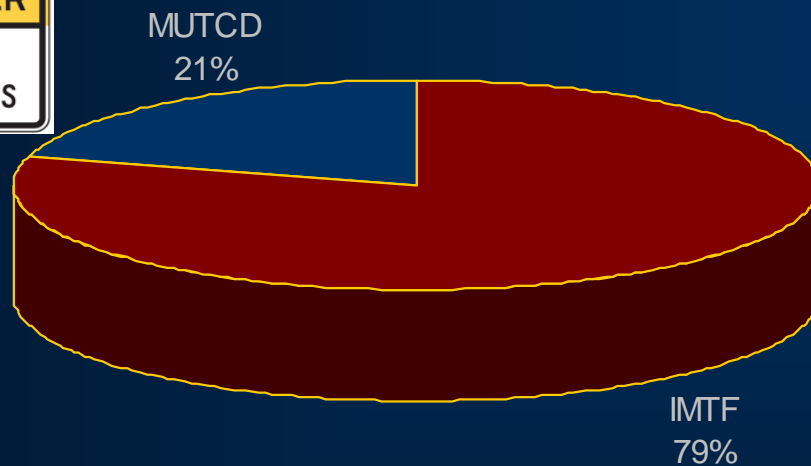
Washington state



Indiana

Comprehension Survey Results

- 17% non-native Eng.
- 43% Females (57% Males)



Among all the signs shown:
(3 signs with graphic, 6 without graphic)

57% chose signs
with graphic

Comprehension Survey Comments

“I think any sign with a picture is more attention catching and memorable...”

“The sign should include:
‘It’s the Law’.”

“Having an image helps understand the signage...”

“Figure 3 [the IMTF sign] can be easily understood because of the picture and the verbage is concise...”

“I’m not sure that a typical motorist understands “Fender Bender”; signage should probably not rely on this term.”

“I think a visual is helpful and it's important to say where to move the vehicle – to the shoulder.”

“I think the sign should have a picture as well as stress the ‘no injury’ part.”

“I prefer Figure 3 [the IMTF sign] because the graphic is more eye-catching and more understandable for limited-English speakers than “fender bender,” and because it is tied for the shortest at six words.”

Recommendations

- Continue education/outreach
 - Media
 - CMS
 - 511
 - others
- Adopt IMTF sign statewide
 - Develop Bay Area signage plan
- Need to identify funding sources



Lessons Learned

- Need for public-private partnership
 - Calif. Dept. of Insurance (insurance companies)
 - DMV

This type of skid is usually caused by braking too hard at a high rate of speed and locking the wheels. The vehicle will skid no matter which way the steering wheel is turned. Take your foot off the brake to unlock the wheels. Then straighten the front wheels as the vehicle begins to straighten out. Slow the vehicle gradually until you are at a safe speed to continue driving.

Steering Wheel Locking Device

Never turn your vehicle's ignition to the "lock" position while it is still in motion or the steering will lock and you will lose control of your vehicle.

COLLISIONS ARE NOT ACCIDENTS

An "accident" implies an unforeseen event that occurs without anyone's fault or negligence. Most often in traffic, that is not the case.

If you see a vehicle's hazard lights ahead, slow down. There may be a collision or other road emergency ahead. Stop and give assistance if asked by anyone, or pass very carefully.

- Driving on the wrong side of the road.
- Improper turns.
- Violating the right-of-way rules.
- Violating stop signals and signs.
- Driver distractions.

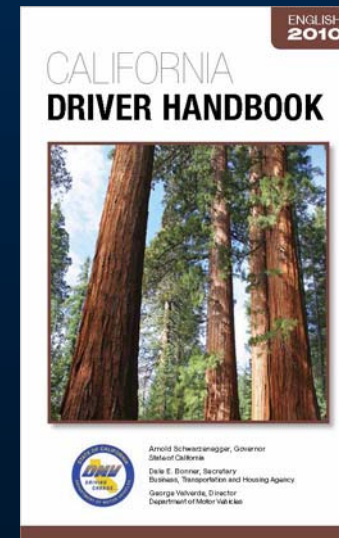
Involved in a Collision

If you are involved in a collision:

- You must stop. Someone could be injured and need your help. If you do not stop, you may be convicted of "hit and run" and could be severely punished.
- Call 9-1-1, if anyone is hurt.
- Move your vehicle out of the traffic lane if no one is injured or killed.
- Show your driver license, registration card, evidence of financial responsibility, and current address to the other driver or persons involved, or to any police officer.
- You (or your insurance agent, broker, or legal representative) must make a written report to the

P. 68 of CA
Driver
Handbook

- 68 -



Lessons Learned (cont.)

- **Secondary collision data not available**
 - Reduce secondary collisions
 - Reduce delay and loss of productivity caused by minor incidents
 - Improve operational efficiency and mobility
- **Signage enhancements**
 - No “?”
 - “It’s the Law”



Thank you.



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